

THE 30 Day MAKEOVER

Change Your Life Before You Leave It

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30 Day Makeover

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**“ From the Author of One of the Most
Respected Self Improvement Programs
Available Comes A Revolutionary
System For Completely Changing Your
Experience of Life... ”**



From Rich Presta

Author of The 30 Day Makeover

A long time ago, a farmer found an eagle's egg up high on a hill, so he picked it up and brought it back to his farm and put it in a hen's nest along with some other eggs in the coop...

In a few days, the eagle hatched along with the chickens. As the eagle grew, it did what the other chickens did, since that's what it was convinced it was. It clucked, it awkwardly flapped its wings and flew a few feet in the air, and like the other chickens, was more than satisfied with the insects and seeds it found from scratching in the dirt. One day, the eagle looked up into the sky and saw the most amazing creature soaring through the air.

"What is it?" it asked, still struck by the sheer majesty of the form flying gracefully in wide circles in and out of the high clouds.

"That," said a rooster in a whisper "is an eagle, the greatest of all birds."

"Wow, I'd like to do that," the little eagle said.

"Forget it," said the rooster, "We're different."

So the little eagle forgot, and a year later it died, still believing it was a chicken.

I believe that you're a lot like the little eagle in that story.

You were made to soar. To accomplish absolutely great and wonderful things, to be happy, at peace, secure, and confident, but somewhere along the way, you became convinced that it wasn't meant to be, that somehow, you were different.

Maybe you were conditioned to think that because of what your parents or friends said a long time ago, or because of what your spouse says now. Maybe you think it because of what you've been saying to yourself, and maybe it FEELS true...I mean, you may even be able to



ACTIVE MEMBER



TESTIMONIALS

“

The Thirty Day Makeover is an important way to improve your life, in a short period of time. I really like the way "Makeover" is written, where it works on four key areas of your life, and addresses them where you're far better off from looking at them all holistically, rather than separately.

You'll also appreciate that this is experiential... you're expected to do specific exercises as you go through the program, which is really a valuable life management system.

There's real power behind "The Thirty Day Makeover"!

Dan Klatt
San Diego, CA



The 30 Day Makeover is the most complete self-improvement system I've seen, by far. I couldn't recommend it more for anyone wanting to change...well...anything.

Dr. Angela Butkevic, Psy. D.
Madison, WI

point to some evidence around you...

But it's an illusion.

You're WRONG.

Before I say anything else, I need you to understand something...

I don't want you to believe **ANYTHING** I tell you just because I say it. I want you to look for the proof in your own life...

When I or anyone else says something, don't just blindly accept it as fact. Look for the evidence around you, or use your own logic and see if you think it's true or not. **YOU** decide.

Now I'm going to let you in on a little secret...

You are no different than anyone else who's achieved greatness, and believe it or not, you have the potential inside you to achieve whatever it is you want.

Remember, I don't expect you to believe that just because I said it, so let's see if that statement makes sense.

No matter what you want, whether it be peace of mind, courage, money, a great marriage, more free time, a body you're proud of, or anything else...someone else has already accomplished it.

Do you think that you're different from those people? Maybe that you lack some trait they have, or weren't born to the right parents, or don't have the right education, or genetics, or that you've had life kick you around too much?

Maybe some or all of that is true. But I guarantee you that no matter what you want to accomplish, how hard things have been for you, and what obstacles are in your way to the outcome you want, there's not only a lot of people who have accomplished it despite the same or similar challenges, but there's a lot of people that have done it with **LESS** than what you have.

If you think you can't have a great relationship because your parents didn't...there's someone else who has wonderful relationships and had worse role models, or no parents or all.

If you want to have a great body but you've "always had a weight problem" or "everyone in your family is fat," you can find examples all around you of people that have the same family history but has decided to succeed despite it.

Do you think you don't have the mental wiring to accomplish great things...that you lack the courage to really take on the world and win? That massive accomplishment is for a chosen few...the lucky ones...but not you?

You're wrong.

The only thing that separates you from those that have overcome these challenges and reached their goals is the choices they made and how they decided to live their lives, regardless of what stood in their way.

Somewhere along the way, they learned the method to achieving what they want, and simply acted upon what they knew. **They weren't any different than you, what was different is what they KNEW.**

Success CAN be taught

What if you took the same actions as those who accomplished what you want to achieve?

It's just like a recipe. If a world class chef prepares an exquisite meal, it would probably be impossible for you to duplicate it at home (well, it would be for me anyway).

But what if you had the recipe? What if you knew exactly what the chef did to get the end result, in what order, down to the last detail?

Then you could have the same outcome any time you wanted, right?

Well why can't you just learn what successful people do to propel them towards their goals so fast and seemingly without effort, and then do the same things?

YOU CAN.

The problem is “success” isn’t that simple... it’s not just ONE thing...

Here's where it gets sticky...

Most people, at any point in time, want to change a few key areas in their life, and that's what they focus on.

For instance, they want to lose weight, advance at work, have a better marriage, or overcome a fear, etc.

They want a band aid for the wound that's bleeding the worst at that point in time.

The problem is, success doesn't work like that, so that typical approach is destined to fail.

Achievement in any area very rarely occurs on its own, it works in concert with changes in other areas simultaneously, just like multiple instruments played on their own wouldn't make a melody, but when they play together in concert, you can create beautiful music.

This phenomenon is known as *synergy*, and is what separates those who seem to be successful in so many different areas of their lives from those that struggle for years to make a change in a single area.

When synergy occurs, it's like a switch being flipped, everything starts to flow, and wonderful things can happen extraordinarily quickly.

When key areas of your life begin to work together to support one another, the effect is rapid change in all areas, not just one, and that's precisely what's needed. Synergy makes $1+1 = 4$.

Let's look at an example so you can make up your own mind if what I'm suggesting is true...

If you would like to lose at least a few pounds, like most people would, what advice do you get from most books or programs on the subject? Well, they give you lists of foods to eat and not eat, exercises to do, and things like that, right? Sure, those things are important but if that was the real solution to the problem....

Wouldn't you have achieved it by now?

Please don't try to tell me that the reason we have so many people overweight and sick is

“ An example of synergy in real life...

If two people who are both 6 feet tall are in an orchard and there's a branch with an apple 7 feet off the ground, neither one would be able to reach it. However, if one person got on the other's shoulders, not only would they be able to reach the one branch, but they would be able to reach any branches up to 12 FEET high, dramatically multiplying their results (apples) through synergy... ”

because they haven't gotten the right food list yet. I don't believe that you didn't know that pizza, candy, and sitting around in front of the television wasn't the path to your physical goals, sorry, I'm not buying it.

So if that's not the problem, what is?

The problem is that there's so much more to it than the activities directly related to the outcome itself. If you don't have the time in your life to eat the right foods, you'll make bad choices. If you still have unregulated stress in your life, you'll continue to eat emotionally to cope with those feelings if you don't know a better way. If you still view yourself as a "fat person," you'll still engage in behavior consistent with that view of yourself!

It's not a matter of will power, inner strength, or discipline. If the approach itself is wrong, it's virtually impossible to succeed, no matter how hard you try.

Let's see if it holds true in another area...

What about your relationships? Do you think you can maintain a great marriage with someone if you don't like yourself first? What about if you're stressed out, angry, and critical all the time? Pretty difficult right?

It's probably becoming clear that if you were to make changes in a few key areas, you wouldn't just improve a single area of your life, but many, each one acting like a foundation to support and strengthen the others.

How did I arrive at this "formula"?

I set out to determine what the most common areas of challenge are in people's lives, and I discovered that they're the following:

Your Inner Self

Self-limiting thoughts and beliefs, fears and anxiety, feelings of being "off course", stress, low self-esteem, and other problems that are created and maintained by your mind are a very common area of desired change.

Limitations of Time

Not seeming to have "enough hours in the day" or never accomplishing anything of real long term value, no matter how hard you work, is another challenge many in our society face.

Your Physical Body

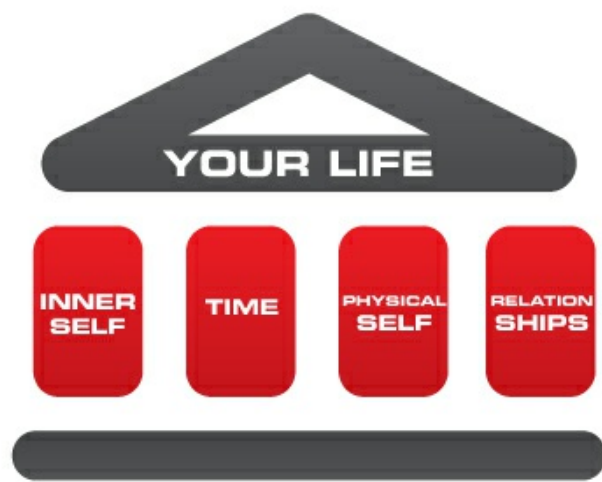
Being overweight, unhealthy, or tired are all things that can be changed, and as you probably know, are at epidemic proportions.

Your Relationships

Whenever asked what is truly most important, most people respond with something relationship based...being a good parent, spouse, friend, etc. If your relationships are in turmoil, or just not as good as you know they could be, it will leave you dissatisfied.

As I sat and looked at them, it screamed at me...

This is the "foundation" of your life!



All of these areas have to play in concert with one another for you to achieve lasting success.

Just like a flute won't sound right if there's a tuba blowing out of tune in the background, you can't truly change your physical body without changing your inner self, or your relationships if you don't have any time to spend on them, etc.

But it got better...

Once you start orchestrating the concert, the results can be astounding. You get control over your destiny and can change virtually any area of your life on a whim, quickly, with a very small amount of effort. **When your orchestra is playing in harmony, you literally become the conductor of your life and can direct it however you choose!**

I know this is a lot to take in and absorb, so take a minute and read what I've just said again and make sure it makes sense to you. I think you'll come to realize that you know in your heart what I'm saying is true. Deep down, don't you know you're capable of more than what you're living? Don't you sometimes feel your true potential boiling inside you, wanting to be released, but you don't know what to do with it?

Are you starting to see how this approach is radically different and far more effective than what you may have tried in the past?

As you may already know, I'm the author of the one of the most respected and successful self-help programs available. I don't bring that up to impress you, but I do want to share something that I've learned in my years running that program and being involved "behind the scenes" with countless others in the self-improvement industry.

I can count on one hand the number of people I know in the self-improvement industry that are really providing solutions to elicit change.

What they're REALLY providing is HOPE.

Now don't get my wrong, hope is important. It inspires, motivates, and uplifts, and every self improvement program should provide hope for the future, as a matter of fact, if I'm doing things right you've gotten some renewed hope from reading this already!

But there has to be more than hope, otherwise all that's there is a mirage, another illusion. Many of the so called "self-help gurus" are more like casino owners to me. When I go to a casino, I go to win money, otherwise, why go, right? On the drive over, I think about what I'd do if I won a bunch of money, it's what makes me put more chips on the table or pull the lever

of a slot machine. At its most basic, the casino provides me with temporary hope.

And those feelings can be exhilarating. I don't go to casinos often, but when I do, I know I'm probably going to lose, but I don't mind paying for the fleeting feeling of hope and the emotional ride that comes with it.

But to me, the self-help gurus that only provide hope are less ethical than the casinos! At least the casino doesn't make a secret of the fact that you'll probably lose money, the odds are right there in the open.

Many of the gurus don't have that much integrity, do they? They package it up as the end all be all, when all it is is a temporary condition of renewed hope, nothing more, no different than a short trip to Vegas.

Hope IS NOT a strategy.

Only providing hope is like a doctor only providing aspirin for a gushing wound.

Sure, if you take enough pills the pain will go away temporarily, but nothing is really fixed, nothing changes. And when your "hope medicine" wears off, like it always does, where are you? Right...exactly where you were when you started, except with one less option. It's depressing and frustrating.

So now I have a choice – what do I DO with what I know?

Let me tell you a little bit about me, some things you may already know, others I know you don't...

My life used to very different than it is now, in almost every area. My family didn't have a lot of money growing up, in fact, for a long time I slept on a mattress on a bare plywood floor, there wasn't even always heat in the winter, which in Chicago, is a problem.

I was raised by alcoholics, and there was no shortage of violent behavior around me, I still remember going to sleep wondering if tonight was another night a drunken war would be waged around me.

I was a fat kid, back then they called it "husky," but that didn't make the teasing at school any less relentless, so I hated school almost as much as I hated home.

My parents finally got a divorce when I was in middle school, after a particularly nasty alcohol fueled battle that ended up with me going through a plate glass door and being rushed to the emergency room and undergoing surgery to save my mangled arm. If I knew that was all it would take to end the nightly battles, I would have given up the arm.

Surely there was some intervention at this point right? No such luck. See, in my house, we had secrets. I wasn't allowed to tell the truth about what happened if anyone asked. And at home, we just didn't talk about it and did our best to ignore the scars.

The next few years I spent doing more than my fair share of stupid things, and although I don't blame anyone else for my actions, looking back at my history, they weren't all that unexpected. I was kicked out of high school, got in some rather serious trouble with the law, and tried to hide from the feelings still bubbling inside me by abusing drugs and alcohol.

Several years later, when I had finally started to get my life together, I was dealt a new card I wasn't prepared to deal with...panic attacks.

They got so bad that at many times, I couldn't even leave my house. I was 23.

Fast forward to now...

I have a successful business where I'm fortunate to be able to help people around the world every single day conquer their fears and start to reclaim the lives they feel they lost. I honestly get to do what I love.

I'm married to a woman who's way out of my league, and I have two wonderful children who add sparkle and sunshine to my day whenever I see them.

I don't have panic attacks anymore, and it's been a long time since I was held back by fears or anxiety.

I eventually lost all my extra weight just prior to high school, and went from a chubby kid who got picked on to an athlete who played football, ran track, and competed in triathlons before most people knew what they were. This experience, and how differently the world treated me because of how I looked, instilled in me a passion for health and fitness that drove me to become a successful personal trainer long before I became a self-improvement author. I've advised everyone from world record holders and high ranking members of the government to housewives and corporate executives. I'm certified by the International Sports Sciences Association (ISSA), one of the premier certifying bodies in the industry and the originator of the popular **Accelerated Fat Loss System™** you may have heard of.

To top it all off, I'm an Accredited Life Coach (ALC) and have worked with countless people to overcome a variety of challenges in their life and completely turn their daily experiences around.

I don't tell you my story to impress you, or even to inspire you, I tell it so you know you're talking to someone who's been there...

Whew. It wasn't easy to lay myself open in front of the world like I just did, especially when it goes against everything you've been taught to do, but I feel I had to.

I had to because you need to know that when I tell you something, it's from experience, not a textbook. I need you to know that this is what gets me up in the morning, why I live my life, and who I am. It's what I believe MY PURPOSE is and what I'm good at.

What I've developed didn't originally start out to be something you would ever see.

I mentioned my two children before...this began as my "guide" for them.

See, I've spent a good portion of my life learning or teaching what I know in these areas, either as a fitness trainer, self-improvement author, or life coach. What I've learned are things I desperately want to pass down to my children, because life can be so much easier than most people make it and there's no more important job I have as a father than to teach them to eliminate that struggle.

As I put my knowledge on paper for them, I had to organize it in a way they would understand and could USE. After a few dozen different ways of doing it, the entire process seemed to fit nicely in a 30 day action plan, assuming it's done five days a week.



I had to make the program encompass everything, because I have no idea what challenges my children will be facing when they're old enough to need my help, and sadly, I also can't assume that I'll be here to guide them through it because I know that I can't predict what turns life has in store for me and I could always get hit by a bus tomorrow.



Making the program step by step and easy to follow was critical, so every day, I walk through precisely what needs to be done. I've removed as much "thinking" as possible, **I guide you through every step of the process, just like following any other recipe.** When you follow the recipe, results are inevitable.

Believe me when I tell you, this wasn't easy. It was probably the hardest, but most important, thing I've ever done. The result was a "play book" for life, because it's impossible to win when you don't know the rules and strategies.

It wasn't until I was about halfway through writing when I realized that it would be selfish to keep this just to myself, when so many others could benefit from what I had to share. I'm a big believer in the concept of abundance, that there's plenty of success to go around, so there's no reason for me NOT to share it. It's not as if my children will be any less successful if you're successful too, the more the merrier.

I'm inviting you to learn what I have to share too, with the same love and attention I'd want my own children to learn it, because I think it's just as important for you as it is for them.

THE 30 Day MAKEOVER

Change Your Life Before You Leave It



» **CLICK TO ORDER NOW** «



The 30 Day Makeover is composed of four major sections, each addressing one of the four areas of improvement we outlined earlier that work in harmony to help us reach our goals faster and easier than ever before.

I'll guide you by the hand through the program a day at a time, each day requiring about a half hour. You'll get the weekends off, so the entire program will take you thirty days, and I think when you're done, you'll realize it was a pivotal point in your life - that **your life will now have**

two chapters, before this, and after this.

Here, take a look at some things you'll learn:

Section One: Your Inner Self

- The one critical thing you **MUST** do for you to have success with the program.
- The key principle that successful people know, that those struggling don't.
- How to uncover what you **REALLY** want, and not just what you **THINK** you want.
- Why you're pursuing the wrong goal if you're trying to be happy. You can be happy by watching a funny movie...**what you really need to target is being fulfilled.**
- Being busy is completely different than being effective, and how you're confusing the two and chasing your tail, causing massive internal anxiety.
- What you truly desire other people to think of you, and what steps to take to make it a reality.
- A change you can make **in the next 10 seconds** that has been scientifically shown to change how you feel about the world around you, and how you respond to it.
- We'll dissect some theories from popular self-improvement books and see if they're legitimate or full of **garbage and psychobabble**.
- The single most important thing that influences your reality - and it's completely under your control.
- Proof that we think in pictures, not words, and how that small distinction can make or break your attempts at change. (you can stop it with those useless affirmations too)
- How to believe, in your gut, that you have nothing to fear. **What would you attempt if you knew you couldn't fail?**
- Why what you're probably doing to overcome anxiety, fears, or other things holding you back from your potential are doomed from the start and could actually be making the situation worse!
- The simple technique that can put an end to panic or anxiety for good, and give you confidence in any situation.
- How to spend your time on the things that you **CAN** change, and not worrying and getting stressed about what you can't. **We can't always make your challenges smaller, but we can make you BIGGER.**
- How to start treating yourself better, so the rest of the world follows your lead.
- The four things you're doing now, maybe every day, that's perpetuating your unhappiness and stress. **Until you change this, nothing else can happen.**
- How to have unstoppable, unshakable confidence in any area you choose, almost instantly. There's one thing you need to learn that makes all the difference.

Section Two: Personal Energy Management

- How you're wasting time, energy, and **LIFE** - and how to do far less but accomplish a lot more. You're going to start getting **RESULTS**.
- You'll learn how to instantly know if an activity is really important, or is just cleverly disguised as important, but can really be ignored...
- What you can learn from successful companies that can make your life a lot simpler.
- **10 minutes a week that will reshape your life.**
- What you're doing now that you shouldn't even be bothering with, and what to do instead.
- Why I want you to do **LESS** self-improvement, not more.
- How to use the concept of "forced efficiency" to accomplish more than ever before, and have **more free time to pursue what you love**.
- Why being a good "multi-tasker" is like an anchor holding you back.
- The exercise that will reveal the key areas that are preventing you from getting what you want. When you change them, you'll skyrocket forward in many areas all at once!
- Why I want you to "eat the frog" every morning.

- Why technology like email is **CRUSHING** your ability to get anything done, and how to start using it to **HELP** you instead of being a burden.
- Why you've had such a hard time breaking habits, even tough ones like smoking, and how to make it a breeze.
- The questions you need to ask yourself that can help you to almost eliminate worry from your life **for good**.

Section Three: Physical Transformation

- The first step you have to take for permanent physical change to occur, and I bet you've been missing this every other time you've tried to alter your body.
- How the "diets" in magazines and supermarket tabloids set you up to fail, time and time again.
- The obstacles you'll face along the way, and how to surpass them effortlessly.
- What few people pay attention to anymore when they try to lose weight and why it's the most important thing of all...and **it's not carbs, fat, or exercise**.
- I don't just show you how to deal with cravings, I get rid of them by regulating your body, not torturing or depriving it. Seriously, has that **EVER** worked?
- You'll learn what top trainers know **really burns off your fat** (it isn't starving and it isn't hours on the treadmill or elliptical machine, and it sure the heck isn't counting points).
- You'll get insider information like how to eat over **500 MORE** calories a day and not gain an ounce, along with the science to prove it.
- A discovery by a professor and scientist at the University of Toronto that can help you control your bodies insulin response and lose fat seemingly effortlessly by working **WITH your body, instead of AGAINST it**.
- How the greedy executives in the food and restaurant industry conspire to trick you into thinking you're eating healthy when in reality you could be adding fat to your body with every meal.
- How something as innocent as a carrot can cause a massive insulin response that's a **direct order to your body to start storing fat** and how to prevent it.
- What manufacturers put on their packaging to fool you, and what it **REALLY** means. (it's probably not what you think)
- Why the **worst** thing you could do is spend hours in the gym. **My Accelerated Fat Loss™ workouts are super fast and annihilate your extra body fat in minutes a day** FAR better than mindless time huffing and puffing on the treadmill.
- The two foods you need to avoid like the plague if you want to lose weight.
- The tricks I teach to my most successful clients that make it hard to NOT lose fat. Americans spend over \$40 Billion on weight loss products each year, and I'm going to spill the beans on why **you don't need ANY of it**.
- The insidious effect **STRESS** has on your physical transformation efforts, and how to prevent it from getting in the way of the body you crave.
- How to finally have the health and body you want and **DESERVE, no matter what your genetics**.

Section Four: Renewing Relationships


- Whether your relationship is in trouble, or if your expectations are simply too high.
- How to identify what you may be doing now to sabotage your relationships without even realizing it!
- How changing roles can mess up how we get along with others, especially family.
- Why you don't **NEED** to have great relationships with everyone, so you can give up on some useless ones and focus on the ones that matter.
- What being assertive **REALLY** means, and how to start being treated fairly and with respect by those people at home and even at work.
- How to be able to say "NO" to things people ask of you without guilt or hesitancy, so you can **spend your time on what YOU think is important or fun** and quit being

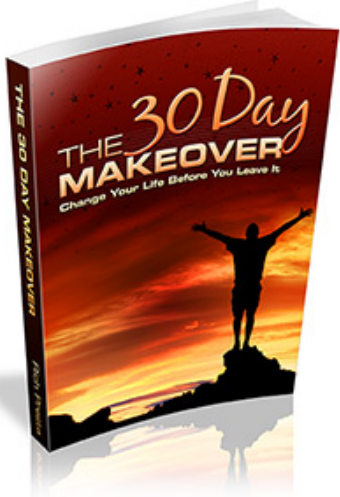
taken advantage of.

- How to give and accept criticism effectively, so it doesn't cause anger, hurt feelings, or upset, in you or anyone else.
- **The split second you have to identify for you to finally start to control your life and the direction it leads. Once you know this, everything can change.**
- Why marriages don't need "work," but what they DO need instead.
- What you can do for the rest of your life to continually improve yourself...plus the one extra little addition that can turn "better" into **REMARKABLE**.

Much more than just a “self-help book”, it’s a complete SYSTEM for making over your entire life.

Here's a look at exactly what you'll be getting in your copy of the 30 Day Makeover:

**PROGRAM COMPONENTS**




The 30 Day Makeover Manual

The backbone of the program, this 300+ page manual and workbook is where you'll learn all the techniques and information you need to transcend challenges in any area and start living the life you know, in your heart, you were born to live.



The 30 Day Makeover Audio Edition

You'll be walked through the program every day step by step, so you can listen in your car, on your iPod, or wherever you want!



The 30 Day Makeover Tactical Guides

Once you go through the program, you'll have tactical guides for each section that summarize the major points so you have a quick and easy reference for the rest of your life.



Lifetime Access to Updates!

You'll get LIFETIME ACCESS to updates and enhancements to the program from the private download area, so you'll always have the most current edition of the program!

I'm so sure you'll love the program, I **GUARANTEE** results...

I want to make it as easy as possible to begin overcoming whatever is holding you back from the life you want, so I'm going to remove any risk you have whatsoever from starting right now.



If you get the program, and don't agree that it's far more than you ever expected...that the results aren't phenomenal...that it isn't something you want your kids to have to guide them through their lives too...then I don't want your money. Just send it back to me within eight weeks of ordering and I'll give you a prompt, courteous, no questions asked refund of what you paid for the program. No fine print, no funny business or hassles, that's just how much I believe in the program. That's not just my guarantee, that's a personal promise.



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Rich Presta

P.S. If you're not sure if this is right for you, despite my full guarantee, or if you're thinking this may not be the right time to change...just answer me this:

If not now...when?

Mailing Address: Rich Presta / 30 Day Makeover, PO Box 111
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